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For Immediate Release

**ARTHUR K. CEBROWSKI, DIRECTOR OF DOD'S OFFICE OF
FORCE TRANSFORMATION, NAMED "DEFENSE POLICY
LEADER" ON THE "SCIENTIFIC AMERICAN 50"**

**SCIENTIFIC AMERICAN'S ANNUAL LIST RECOGNIZES
SCIENCE AND TECHNOLOGY CONTRIBUTIONS FROM
MANY FIELDS**

NEW YORK, November 10 – Arthur K. Cebrowski, Director of the U.S. Department of Defense's Office of Force Transformation, has been named by Scientific American magazine as one of the "Scientific American 50" - the noted magazine's annual list recognizing outstanding acts of leadership in technology from the past year.

Announced today, the Scientific American 50 appears in the magazine's December issue, arriving on newsstands November 25. The complete list may also be accessed on the magazine's website as of November 10 at www.sciam.com.

Said Editor-In-Chief John Rennie: "Scientific American is in the business of encouraging the progressive use of technology to make a better future for people around the world. Every year we watch how certain individuals and organizations play pivotal roles in directing that future's emergence. The Scientific American 50 is our chance to shine a light on these incredibly deserving leaders in research, industry and policy."

Selected by the magazine's Board of Editors with the help of distinguished outside advisors, the Scientific American 50 spotlights a Research Leader of the Year, a Business Leader of the Year and a Policy Leader of the Year. In addition it cites research, business and policy leaders in many technological categories, including Agriculture, Chemicals & Materials, Communications, Computing, Energy, Environment, Medical Treatments and more.

Cebrowski is named Policy Leader in Defense because of work over the last year in articulating the Network Centric approach to warfare. Network Centric Warfare is the U.S. military's response to the Information Age by shifting emphasis from platforms like ships, aircraft and tanks, to unleashing the knowledge embedded in robust and distributed networks.

"What we are seeing, in moving from the Industrial Age to the Information Age, is what amounts to a new theory of war," Cebrowski said. "We have come to call that new theory of war Network Centric Warfare. It is not about the network, rather it is about how wars are fought and how power is developed."

Founded in 1845, editorial contributors to Scientific American have included over 100 Nobel laureates, among them Albert Einstein, Neils Bohr, Francis Crick, Stanley Prusiner and Harold Varmus.

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